

** DIARY OF A CEO **

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(Bartlett Steven)*

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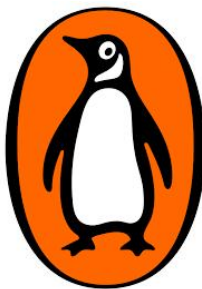
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References Acknowledgements

35. Bartlett, Steven (2023-08-28T23:58:59.000). *The Diary of a CEO: The 33 Laws of Business and Life* . Penguin Publishing Group. Kindle Edition.

https://www.amazon.ca/Diary-CEO-Laws-Business-Life-ebook/dp/B0C48MCGXL?ref=ast_author_mpb - For More Insights, you may visit "The Diary of a CEO" on Amazon Publishers;



BRIEF SUMMARY:

THE 5 BUCKETS

1. What you *Know* (your *Knowledge*)
2. What you *can* do (your *Skills*)
3. Who you know (your *Network*)
4. What you have (your *Resources*)
5. What the world thinks of you (your *Reputation*)

THE FIVE BUCKETS



** When that knowledge is applied (skill), it inevitably cascades to fill your remaining buckets.*

THE LAW: **FILL YOUR FIVE BUCKETS IN THE RIGHT ORDER*

Applied knowledge is skill, and the more you can expand and apply your knowledge, the more value you'll create in the world. This value will be repaid in a growing network, abundant resources and a robust reputation. Make sure you fill your buckets in the right order.

LAW 2 ** TO MASTER IT, YOU MUST CREATE AN*

OBLIGATION TO TEACH IT

This law explains the simple technique that the world's most renowned intellectuals, authors and philosophers use to become the masters of their craft and how you can use it to develop any skill, master any topic and build an audience.

***THE FEYNMAN TECHNIQUE REVISED** So, if you want to master something, do it publicly and do it consistently.*

FEYNMAN TECHNIQUE:

- * LEARN -*
- * TEACH IT TO A CHILD*
- * SHARE IT*
- * REVIEW*

***STEP 1: LEARN** First you must identify the topic you want to understand, research it thoroughly and grasp it from every direction.*

***STEP 2: TEACH IT TO A CHILD** Secondly, you should write the idea down as if you were teaching it to a child; use simple words, fewer words and simple concepts.*

***STEP 3: SHARE IT** Convey your idea to others; post it online, post it on your blog, share it on stage or even at the dinner table. Choose any medium where you'll get clear feedback.*

***STEP 4: REVIEW** Review the feedback; did people understand the concept from your explanation? Can they explain it to you after you've explained it to them? If not, go back to step 1; if they did, move on.*

***'The person who Learns the Most in any Classroom is the Teacher.'** James Clear*

LAW 3 *YOU MUST NEVER DISAGREE

This law will make you a master of communication, negotiation, conflict resolution, winning arguments, being heard and changing people's minds. It also explains why most of your arguments are never productive.

THE EXPLANATION *The truth is, in every interpersonal conflict in your life – business, romantic or platonic – communication is both the problem and the solution.*

LAW 4 *YOU DO NOT GET TO CHOOSE WHAT YOU BELIEVE

This law will teach you how to change any belief that you have – whether that's your self-belief, beliefs about others or beliefs about the world – while also showing you how to change the stubborn beliefs of others.

'For some of our most important beliefs we have no evidence at all, except that people we love and trust hold these beliefs. Considering how little we know, the confidence we have in our beliefs is preposterous - and it is also essential.' 2002 Nobel Prize laureate Daniel Kahneman

She told me that the brain considers any new evidence alongside the current evidence it has stored.

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